

What is claimed is:

1 1. A system for routing network traffic, comprising:
2 a content traffic governor (CTG);
3 a content switch;
4 a data source;
5 an analysis means that analyzes customer data supplied from the data source;

6 and

7 wherein the content traffic governor (CTG), in conjunction with the analysis
8 means, sets up traffic routing rules at the content switch (CS) thereby providing routing of
9 network traffic based upon the customer data supplied from the data source.

1 2. The system of claim 1, further comprising:

2 a default web server;

3 wherein the content switch routes network traffic lacking a routing cookie to
4 the default web server.

1 3. The system of claim 1, further comprising:

2 a first web server for providing premium level service; and

3 a second web server for providing standard level service;

4 wherein the content switch routes network traffic to one of the first web server

5 and the second web server based upon a determination of a service level appropriate for a

6 sender of the network traffic, the determination being based on the customer data.

1 4. The system of claim 1, wherein:

2 the content traffic governor routes network traffic based upon analyses of at

3 least one of information about a sender of network traffic, a business, a business' customers

4 or relationships underlying any thereof.

1 5. The system of claim 4, wherein the information about a sender may be

2 determined from at least one of contents of a packet, an HTTP header, a cookie, a URL.

1 6. The system of claim 1, further comprising a user API, from which
2 customers configure parameters for the content traffic governor.

1 7. The system of claim 6, wherein the user API may be used to configure
2 at least one of web server names, matching cookie names and values; routing cookie
3 parameters, including name, value, expiration, path, and security type; user ID cookie names
4 and values; C-Insight database table names, and parameters to retrieve client profile data;
5 parameter names and threshold values of client profile database table for generation of
6 routing cookie; and routing table setting.

1 8. A method for routing network traffic, comprising:
2 determining an identity of a sender of a request;
3 determining a service level based upon the identity;
4 forwarding the request to resources appropriate for servicing requests of the
5 service level; and
6 setting a cookie in a machine sending the request to cause request from that
7 machine to be directed to the appropriate resources.

1 9. The method of claim 8, further comprising:
2 modifying configuration to change routing for a group of senders of requests.

1 10. A method for routing network traffic, comprising:
2 receiving a request for content from a client;
3 retrieving a user ID cookie from the request;
4 retrieving a user ID from the user ID cookie; and
5 fetching a routing cookie from the request.

1 11. The method of claim 10, further comprising:
2 fetching a routing cookie from another source if the request does not contain
3 the routing cookie;
4 redirecting the request to a web server;
5 deleting the user ID cookie; and
6 setting the routing cookie on a client computer source of the request.

1 12. The method of claim 10, further comprising:
2 retrieving the routing cookie ID from the routing cookie of the request;
3 comparing the routing cookie ID from the routing cookie of the request with
4 the routing cookie ID from the user ID;
5 deleting the user ID cookie at a client computer source of the request if the
6 routing cookie ID from the routing cookie of the request with the routing cookie ID from the
7 user ID are the same, and
8 redirecting the request to a web server based upon the routing cookie ID.

1 13. The method of claim 12, further comprising:
2 deleting the routing cookie and creating a new routing cookie for the client
3 computer if the routing cookie ID from the routing cookie of the request with the routing
4 cookie ID from the user ID are different.

1 14. A computer program product, comprising a computer readable storage
2 medium for holding:
3 code that determines an identity of a sender of a request;
4 code that determines a service level based upon the identity;
5 code that forwards the request to resources appropriate for servicing requests
6 of the service level; and
7 code that sets a cookie in a machine sending the request to cause request from
8 that machine to be directed to the appropriate resources.

1 15. The computer program product of claim 14, further comprising:
2 code that modifies configuration to change routing for a group of senders of
3 requests.

1 16. A computer program product, comprising a computer readable storage
2 medium for holding:
3 code that receives a request for content from a client;
4 code that retrieves a user ID cookie from the request;
5 code that retrieves a user ID from the user ID cookie; and

6 code that fetches a routing cookie from the request.

1 17. The computer program product of claim 16, further comprising:
2 code that fetches a routing cookie from another source if the request does not
3 contain the routing cookie;
4 code that redirects the request to a web server;
5 code that deletes the user ID cookie; and
6 code that sets the routing cookie on a client computer source of the request.

1 18. An apparatus for routing network traffic, comprising:
2 means for determining an identity of a sender of a request;
3 means for determining a service level based upon the identity;
4 means for forwarding the request to resources appropriate for servicing
5 requests of the service level; and
6 means for setting a cookie in a machine sending the request to cause request
7 from that machine to be directed to the appropriate resources.

1 19. The apparatus of claim 18, further comprising:
2 means for modifying configuration to change routing for a group of senders of
3 requests.

1 20. An apparatus for routing network traffic, comprising:
2 a processor;
3 a memory; and
4 at least one network interface;
5 wherein said processor is operative to determine an identity of a sender of a
6 request; determine a service level based upon the identity; forward the request to resources
7 appropriate for servicing requests of the service level; and set a cookie in a machine sending
8 the request to cause request from that machine to be directed to the appropriate resources.